

[] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

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## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person *					2. Issuer Name and Ticker or Trading Symbol								5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
Knighten Be	njamin A	Ashley		H	BB	ETT	SPORT	S IN	NC [	нівв	]		ilicable)	100			
(Last) (First) (Middle)				3. 1	Date	of Earl	iest Transa		`	/DD/YYY	Y)	_X_ Officer (gi	Director 10% OwnerX Officer (give title below) Other (specify below)  SVP Operations				
2700 MILAN COURT					4/8/2021							1					
	(Stre	et)		4. 1	it An	nendme	ent, Date C	)rıgır	nal Fil	ed (MM/I	OD/YYYY	6. Individual o	or Joint/Gi	roup Filing	Check Appl	icable Line)	
BIRMINGHAM, AL 35211													X _ Form filed by One Reporting Person Form filed by More than One Reporting Person				
(C	city) (Sta	te) (Zip	)									Tomi med by	Wiore than C	nic Reporting I	CISOII		
			Table I - I	Non-Der	ivat	ive Sec	urities Ac	quir	ed, D	isposed	of, or B	eneficially Owne	ed				
1. Title of Security (Instr. 3)				Execu	Deemed ation if any	3. Trans. Co (Instr. 8)	ode	4. Securities Acqui or Disposed of (D) (Instr. 3, 4 and 5)		D) ` ` `	5. Amount of Securit Following Reported (Instr. 3 and 4)	ities Beneficially Owned I Transaction(s)		Ownership of Indi Form: Benefi	Beneficial		
							Code	V	Amou	(A) or (D)	Price					Ownership (Instr. 4)	
Common Stock (1) 4/8/2021				8/2021	1		M		3333	A	\$0 (2)	6373		D			
Common Stock 4/8/2021				8/2021			F		1005	D	\$71.25	5368		D			
	Tab	le II - Der	ivative Se	curities	Ben	eficiall	y Owned (	(e.g.,	puts,	calls, w	arrants	, options, conver	tible secu	ırities)			
1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security		3A. Deemed Execution Date, if any	4. Trans. Code (Instr. 8)	Derivativ Acquired Disposed		ve Securities d (A) or				Securities	s Underlying e Security	Derivative Security	9. Number of derivative Securities Beneficially Owned	Ownership Form of Derivative Security:	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	v	(A)	(D)	Date Exerc	cisable	Expiration Date	Title	Amount or Number of Shares		Following Reported Transaction(s) (Instr. 4)	Direct (D) or Indirect (I) (Instr. 4)		
Restricted Stock Units (1)	\$0.0	4/8/2021		M			3333	4/8/2	2021	<u>(1)</u>	Commo Stock	33331	\$0	0	D		

#### **Explanation of Responses:**

- (1) Service-based RSU award under Amended 2015 Equity Incentive Plan. Units convert to common stock on the first, second and third anniversaries of the date of grant of 4/7/2020. These shares do not expire.
- (2) Each RSU is the economic equivalent of one share of Issuer's common stock. The reporting person has settled the RSUs for stock.

### Reporting Owners

Reporting Owners								
Paparting Owner Name / Address	Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
Knighten Benjamin Ashley								
2700 MILAN COURT			SVP Operations					
BIRMINGHAM, AL 35211								

#### **Signatures**

/s/ Benjamin A. Knighten 4/13/2021
\*\*Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.